

ATARI MACHINE CONNECTION

ATARI INC., 1245 BORREGAS AVENUE, SUNNYVALE, CALIFORNIA 94086

1979 Industry Surveys Report

Atari Games Score Top Overall Earnings Honors in 1979.

Atari leads industry in total earning power.

The latest results of nationwide annual surveys of amusement machine operators by "Play Meter Magazine", and "Replay Magazine" each show four Atari video games in their top ten profit poll.

During 1979 operators reported four of the top ten money-making videos were Atari. They were "Atari Football", "Sprint 2", "Super Breakout" and "Video Pinball". Of the top twenty games listed, eleven were Atari! — More than any other single manufacturer. In fact, every game we produced except one, and those released after the survey period (November, 1979) were listed in the top twenty.

Even the limited edition "Superman" pinball was listed number 3 in the pinball voting.

Industry leadership again in 1980!

Right now we're designing, testing and building products that will be the earnings blockbusters of 1980. More variety, more profit opportunities. Sports games like "Atari Soccer" and "Atari 4-Player Football". New games from Atari Space that include "Asteroids", and "Lunar Lander"; new driving sensations like "Monte Carlo"; new battle action games and more.

Check with your Atari distributor. As always Atari means proven performance, the highest total profit power, and the latest in player-attracting technology.

The Atari Adventure AMOA & IAAPA 1979



The 1979 AMOA Show proved to be another giant success for everyone in the industry. It was an excellent opportunity to preview the new lines of products for the coming year. The Atari exhibit, once again, was the largest at the show and emphasized the dynamic theme: "The Atari Adventure...the games of the future."

Operators from across the country and abroad viewed Atari's games of the 80's, new concepts in play appeal and profitability.

Heading the lineup of new games was ASTEROIDS™ from Atari Space™, an innovative space-themed video. Proving its breakaway success, all ten of the ASTEROIDS on display attracted a constant stream of operators throughout the show.

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AMOA & IAAPA 1979

LUNAR LANDER™, Atari's recent highly successful release of a video moon-landing simulation was also on display and received constant play action.

From the Atari Sports™ group, new ATARI SOCCER™ and 4-PLAYER FOOTBALL™ videos featured the realism and competitive action of either 2 or 4-player action. Other current products exhibited were ATARI BASEBALL™ and the original ATARI FOOTBALL™. These highly successful sports games gave operators a firsthand opportunity to experience the outstanding play appeal of these games for themselves.

Also highlighted at the show was the colossal HERCULES™, the world's largest pinball game. Atari's new driving game, MONTE CARLO, was previewed and received eager inquiries from many operators.

To add to the dynamic impact of

the exhibit, Atari's expert field service technicians and customer service representatives were available to provide service-related information, demonstrate Atari test equipment and the new QuadraScan™ video display technology now being used in ASTEROIDS and LUNAR LANDER.

An AMOA first by Atari's marketing group was the implementation of an innovative operator study using the TELLUS™ terminal systems. Operators responded enthusiastically to these research efforts. Those participating in the survey were eligible for a drawing of exciting Atari game prizes.

Following the successful AMOA event, Atari's line of new products were exhibited at the IAAPA, the annual amusement park show. Over 8500 park representatives from all over the world participated in the show activities. Atari joined the Bally Group booth to demonstrate

the latest advances in innovative games. This year, the Bally group was recognized with the Leonard Thompson Award for the most meritorious exhibit of arcade and coin-operated games.

Game rooms have become a growing profit center for amusement parks in the United States as well as abroad. This show offered amusement park representatives key exposure to the profit potential of coin-operated games as an added park attraction.

Atari provided a look into the future of video amusements by presenting Atari Space™ and Atari Sports™ games. New concepts introduced included ASTEROIDS™, ATARI SOCCER™, and the MONTE CARLO driving game. Other current games displayed included LUNAR LANDER™, ATARI BASEBALL™, HERCULES™ pinball and the two- and four-player ATARI FOOTBALL™ videos.



Operators Tell Us At AMOA

Atari conducted another AMOA first with the 'TELLUS' Operator Survey. This unique survey was an information gathering study using the innovative TELLUS™ pushbutton terminals by MEI Data Corporation. The Atari Marketing Research team selected the TELLUS system as the research tool most conducive to the trade show environment. This system is a totally new concept for monitoring and measuring customer attitudes. A small terminal displays a series of questions for which operators select responses by touching the appropriate answer key.

The survey was an outstanding success! Over 450 operators responded to questions about their business and game buying behavior on the TELLUS terminals. Over 125 of these operators were interviewed in-depth by teams of professional interviewers. Upon completion of the interviews, all participants were eligible for the TELLUS Drawing for the Grand Prize: an 'Atari Football'; Second Prizes of 'Atari Video Computer Systems', and Third Prizes of Atari Hand-held 'Touch Me's'. Operators also received a free gift for their time and cooperation.

The TELLUS Drawing was held at the show on November 11. Congratulations to the lucky winners: **GRAND PRIZE WINNER OF ATARI FOOTBALL™**

Michael Reynolds
Pinball Pete's,
E. Lansing, Michigan

SECOND PRIZE WINNERS OF ATARI VIDEO COMPUTER SYSTEMS™

George P. Lyons
Jefferson County Amusement,
Madison, Indiana

John Porter
M & M Sales,
Champaign, Illinois

THIRD PRIZE WINNERS OF ATARI'S HAND HELD TOUCH ME GAMES™

Philip Brown
P.J.P. Kington,
Ontario, Canada
(Philip donated his game to a
children's hospital)

S. Lehtinen
K.M.L. Enterprise
Mississauga, Ontario, Canada

Bob Finley
Alison Vending Co., Inc.
Albion, Missouri

Atari Marketing Research would like to thank all the operators that participated in the TELLUS Survey. The operator information will prove invaluable for further product development and industry growth. Results of the survey will be published in the subsequent issue of the Coin Connection.

First Atari Award of Merit Presented

The first Atari Award of Merit in recognition of many years of dedicated service to the coin-op industry was presented to Mr. Buck Buchanan of Brady Distributing, Charlotte, North Carolina.

"This award will be given annually to an individual within Atari's distributor network whom we feel exemplifies the true meaning of Customer Service," according to Don Osborne, Atari's National Sales Manager.

The award was presented during the recent AMOA show in Chicago by Mr. Osborne.



New Ad Campaign

The more you know, the better. That's the general theme we'll be presenting in monthly trade ads during the coming year.

In addition to data about current product, each ad will emphasize a reason why Atari games are a better return on investment... ways we're playing your game to make your buying decisions less of a game.

In the following months we'll be telling you how Atari leadership in these subject areas can pay off big for you:

1. Technical advances
2. Research and testing
3. Engineering expertise
4. Customer Service
5. Field Service
6. Sales Support
7. Manufacturing
8. Reliability
9. Distributor relations
10. Promotion



New Telehelp™ Telephone Number

Please note the new Telehelp toll-free number for service from our New Jersey facility is 800-326-3849.

Service Specials

This is a new regular feature in the Coin Connection from Atari Customer Service which will highlight our activities aimed at increasing parts availability, accelerating service assistance, and helping to create an improved line of communication between the factory and the needs of operators. This month we are offering a few helpful suggestions designed to expedite some parts and service problems or delays you may now be having.

We suggest that operators order parts only from Atari factory authorized distributors or dealers. If possible, have the part number available for them.

We require also that all printed circuit board repairs be authorized by, and go through, your Atari distributor rather than to Atari directly.

To help your distributor technicians identify the problem and repair or replace the board more quickly, attach a tag to the P.C. board that indicates the symptoms.

If these extra steps are taken, you will see marked improvement in the fulfillment of your service requirements.

Caution!

The front plex of ASTEROIDS™ should be removed while servicing the front panel switches, to avoid possible injury to Service Personnel.



New Service Seminars Planned

Bob Saimone and Russ MacDonald, Atari Technical Service advisors, will be travelling throughout the U.S. and Europe during January and February, visiting various Atari distributors and trade shows.

Technical service seminars are scheduled as follows:

January 14	Bo Billing, S.A. Stockholm, Sweden
January 16	RAHA Helsinki, Finland
January 24, 25	Music Hire Group Leeds, England
February 4-6	Brady Distributing Charlotte, NC
February 12-13	Empire Distributing Green Bay, WI

Australian Collects Operator Profits

Next time you're bugged about your route collection problems, consider the operator north of Sydney, Australia, who has come up with a unique approach to his situation. Because of the great distances involved, he collects his games only every six months!

To do this he spends about \$300 per machine, has it lined with lead and installs other security devices. In effect, he makes the cabinet of the game into a giant cash box, and only goes twice a year to collect.

He has approximately 80 machines that he does this with, and it takes about five people to lift each game when it's ready for collection.

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